



IDEA RANCH

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Idea Ranch Promotes Thomas to CFO

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FOR IMMEDIATE RELEASE

TULSA, Okla., September 15, 2020 — Idea Ranch, a full service advertising, marketing and insights firm with offices in Tulsa and Wichita, announced today the promotion of Dave Thomas to Chief Financial Officer.

“Dave and I have literally grown up together in this business,” said Paul Brothers, Chief Executive Officer. “It is such a blessing to have Dave’s experience and unmatched passion for our company at the financial helm.”

An industry veteran, Mr. Thomas has over 20 years of experience in Account Planning and Brand Management working in B2B, B2C, and the Financial and Energy sectors. Prior to entering the advertising industry, Mr. Thomas was a registered stockbroker and financial planner.

“There’s no question, Dave’s knowledge and understanding of our business — how we serve our clients and how we drive our own profits — is a game changer for us. Dave deploys his 20+ years of client service and financial background in support of department leads and our people. It’s awesome to watch.” Eric Barnes, Chief Operating Officer & Managing Partner of Idea Ranch.

About Idea Ranch

Idea Ranch is a full service advertising, marketing and insights firm serving clients in the outdoor recreation sector such as Under Armour, Yakima, Carhartt, REDARC Electronics Bushnell and others, as well as the Folds of Honor Foundation and a proud 15-year relationship with Fidelity Bank in Wichita, Oklahoma City and Tulsa. For more information, please visit www.idearanch.com.